

CERTIFICATE OF ELECTRONIC TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on the below date:

Date: October 30, 2007 Name: Scott A. Timmerman Signature: /Scott A. Timmerman/

BRINKS
HOFER
GILSON
& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln of: Elliot Yasnovsky et al.

U.S. Patent Application Serial
No.: 10/700,837

RCE Filed: December 21, 2006
RCE Filed: January 11, 2006
Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

BHGL Ref. No.: 12729/38
Yahoo! Ref. No.: Y00239US01

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

Mail Stop RCE
Commissioner for Patents
U.S. Patent and Trademark Office
P. O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR CONTINUED EXAMINATION (37 CFR § 1.114)

Sir:

Applicant(s) requests continued examination of the above-identified application under 37 CFR §1.114.

☒ Submission under 37 CFR 1.114 (*check at least one of the following*):

☐ Previously submitted:

- ☐ Applicant(s) requests nonentry of any previously-filed unentered amendments.
- ☐ Please enter and consider the Amendment After Final Under 37 CFR §1.116 previously filed on _____
- ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
- ☐ Other: _____

☒ Attached is/are:

- ☐ An Information Disclosure Statement
- ☒ A Preliminary Amendment to the written description, claims, or drawings
- ☐ New Arguments and/or New Evidence in support of Patentability
- ☐ Other: _____

☐ Request for suspension of action:

Applicant(s) hereby request suspension of action on the above-identified application under 37 C.F.R. §1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; requires Processing Fee under 37 CFR §1.17(i)).

☐ Small Entity Status:

☐ Applicant(s) hereby asserts entitlement to claim small entity status under 37 CFR §§ 1.9 and 1.27.

☐ A small entity statement or assertion of entitlement to claim small entity status was filed in prior application no. _____ / _____ and such status is still proper and desired.

☐ Is no longer desired.

☒ Applicant(s) calculates the following fees to be due in connection with this Request:

☒ A Request fee of \$810.00 under 37 CFR §1.17(e).

☐ A suspension processing fee of \$_____ under 37 CFR §1.17(i).

☐ An additional filing fee of \$_____ under 37 CFR §1.16 (_____ additional independent claims and/or _____ additional total claims).

☐ An extension fee of \$_____ under 37 CFR §1.17(a) for a _____-month extension of time. A Petition and Fee for Extension of Time is also enclosed.

☒ Fee payment to cover the above-enumerated fee(s):

☐ A check in the amount of \$_____ is enclosed.

☒ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$810.00.

☐ A payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).

☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE).

Respectfully submitted,

October 30, 2007

Date

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